Note for Robinson, Yvette

From: Steen, Lauren E.

Date: Thu, Nov 16, 1995 3:31 PM

Subject: FW: Vending Machine Pulls for PZ

To: Robinson, Yvette

More news on the vending labels.

From: Zerangue, Kent on Thu, Nov 16, 1995 1:44 PM
Subject: RE: Vending Machine Pulls for PZ
To: Steen, Lauren E.

Lauren,

Because of the limited # of bars participating (I think?) it would be best if we shipped the lables to participating bars through GMR. The bar owner could then give them to the supplier.

Thanks--Kent

From: Steen, Lauren E. on Thu, Nov 16, 1995 12:50 PM
Subject: FW: Vending Machine Pulls for PZ
To: Zerangue, Kent

Kent, here's a copy of what I forwarded to events re: the vending labels. Thinking ahead, how will we let suppliers know to call us, rather than their local reps. Should we have the bars communicate this or should something come from events/trade marketing? Thanks for your help. Please keep me posted on the status. Thanks.

From: Steen, Lauren E. on Thu, Nov 16, 1995 12:38 PM
Subject: Vending Machine Pulls for PZ
To: Robinson, Yvette
Cc: Rafferty, Shelby

Yvette, spoke with Kent Zerangue (trade marketing) about securing Parliament vending labels for the metro Party Zone events. Please forward below to GMR so that they can help bars to merchandise the vending machines during the Party Zone program.

Although we produce vending labels, standard procedure is that bars must request them through their vending machine suppliers, who in turn get them from their PM account reps. If the account people have the labels on-hand, no problem...if they need to order them, it can take a few weeks.

In order to expedite the procedure in time for Party Zone, Kent is trying to get some vending labels shipped directly to us. Although bars cannot call us directly, if they place a call through to their suppliers, suppliers can then call us (bypassing their local account rep) in order to get materials shipped overnight to them.

As I mentioned, this is still the plan but we do not have the actual labels here as of yet. I'll keep you posted on the status.

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